| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 32. | Daman & Diu | 11 | 0 | 0 |
| 33. | Delhi | 3856 | 489 | 60 |
| 34. | Lakshadweep | -3 | 9 | 7 |
| 35. | Puducherry | 36 | 24 | 0 |
| 36. | Kolkata | 706 | 628 | 3 |
| 37. | Mumbai | 868 | 498 | 27 |
| | TOTAL | 113779 | 18654 | 2099 |

**Commercialisation of women in advertisements on TV channels**

†572.SHRI KRISHAN LAL BALMIKI:
SHRI LALIT KISHORE CHATURVEDI:
DR. GYAN PRAKASH PILANIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that despite protest of women groups on showing semi-nude and almost fully nude pictures of women in the telecasts of the advertisements during breaks by advertisement channels, no ban has been imposed on such advertisements;

(b) whether the women have been commercialized in these advertisements in the name of freedom of expression inspite of the fact that there is no relevance of such exhibition of women;

(c) whether such publicity is made by some T.V. channels in the name of sensational news encourage arson, sabotage and riots; and

(d) the steps proposed to be taken to check the same?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) No such specific protest has been brought to the notice of the Govt. However, some complaints on obscenity, nudity, vulgarity, etc. have been brought to the notice of the Govt. and action is taken as per Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

(b) to (d) No such study has been brought to the notice of the Govt. However, considering the situation among others, the Govt. had constituted a committee for reviewing the Programame and Advertising Codes (Content Code) prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder to provide greater specificity in the provisions of the existing codes. The committee has submitted its report to the Govt. on 5.3.2008 which is available on the website of the Ministry ***www.mib.nic.in*** under the heading "Self-Regulation Guidelines 2008." The Government has constituted an Inter-Ministerial Committee to look into the violation of the Programme and Advertising Codes. The Committee either *suo-motu* or on receipt of complaints, examines cases of violation of the Codes and if any violation is noted by the Committee, action is taken against the TV channel as per rules.

†Original notice of the question was received in Hindi